

**13 JULY 2007**



***Communications and Information***

***VISUAL INFORMATION (VI) SERVICES***

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OPR: 10 CS/SCSQ  
Supersedes USAFAI33-117, 4 September 2003;  
USAFAI33-103, 5 February 2003

Certified by: 10 CS/SCS (Ms. Debra Porter)  
Pages: 12

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This instruction implements Air Force Policy Directive (AFPD) 33-1, *Information Resources Management*. It references and is in accordance with Air Force Instruction (AFI) 33-117, *Multimedia (MM) Management*, and supersedes USAFAI33-117, 04 Sep 2003. It clarifies and establishes policies and procedures for requesting electronic and graphics imaging support, still/alert photographic services, video production services (videotaping and editing), interactive multimedia production services, public address and presentation support for organizations that require Visual Information (VI) services and products. It describes VI support center responsibilities as a contract operation and establishes guidelines on the type of VI processes and services available to customers. This instruction applies to all United States Air Force Academy (USAFA) Mission Elements (MEs), organizations and Tenant Units. This instruction also applies to the Air National Guard (ANG) and Air Force Reserve Command (AFRC) units and members when utilizing USAFA VI. Refer recommended changes and questions about this publication to the Office of Primary Responsibility (OPR) using AF Form 847, *Recommendation for Change of Publication*. Ensure that all records created as a result of processes prescribed in this publication are maintained in accordance with AFMAN 37-123 (will convert to AFMAN 33-363), *Management of Records*, and disposed of in accordance with the Air Force (AF) Records Disposition Schedule (RDS) located at <https://afrims.amc.af.mil>.

***SUMMARY OF CHANGES***

This revision is significantly updated and must be reviewed in its entirety. It clarifies conditions of official work, support limitations on USAFA and the chain of authority for the approval of work requests. Throughout, the term "Media Services" has been replaced with "Visual Information" to coincide with future language in the Performance Work Statement (PWS) for contracted services as described in this instruction. These two terms are interchangeable for the purposes of existing contract language. This revision also includes instructions and directives with regard to Public Address (PA) and Directorate of Athletics (AD) support and corrects references of "Quality Assurance Evaluator" (QAE) to the current title of "Quality Assurance Personnel" (QAP).

## 1. Organizational Policy.

1.1. VI must ensure efficient and cost effective use of its resources while providing professional products and services to meet official Air Force mission requirements IAW AFI 33-117. Whenever a request for VI services is not clearly official the request must be reviewed and approved by the Base Multimedia Manager (BMM) in order to assure that the product or service is authorized. In cases where the requested services are approved as mission related but not qualified for VI support the service provider or BMM will suggest alternate methods for their accomplishment utilizing other available resources.

## 2. General Guidelines for Official Products and Services.

2.1. The customer must certify an official need for products requested.

2.1.1. The use of VI personnel and equipment is restricted to official mission support IAW AFI33-117 and USAFAI33-117. Direct mission support for USAFA may include support for activities supporting higher Air Force or Department of Defense (DoD) initiatives.

2.1.2. Specifically prohibited by AFI 33-117 and higher authority is the use of government personnel, equipment or supplies to produce products for personal use or revenue producing activities. This prohibition applies even if the equipment is otherwise not being used for mission purposes, is being used by off duty personnel with scrap supplies, or if the AF is reimbursed for the value of the labor, supplies and equipment.

2.1.3. Government-funded resources will not be used:

2.1.3.1. To provide souvenirs, personal gifts, mementos or going away gifts unless requested by higher-level authority (see paragraph 2.2.) to support general officer ceremonial requirements or similarly rated functions.

2.1.3.2. To document farewell parties or social events unless considered newsworthy or having historical significance by the base commander, base historian or HQ level Public Affairs Offices.

2.2. Non-specific justification and usage requests will not be supported for any service.

2.2.1. Services requested as “historical documentation” must be coordinated by the customer with the Base Historian or Base Archivist, IAW AFI33-117, USAFA Supplement, for validation prior to submission.

2.3. Copyrighted material cannot be reproduced without written permission of the copyright holder. Customers requesting use of copyrighted material under fair use provisions must coordinate with the Base Legal Office to resolve copyright questions and obtain written approval.

2.4. Post-production of video or printing of digital images using commercial means is at the requestor’s expense.

2.5. Requirements will be met utilizing available manning and as scheduling allows, IAW this instruction, AFI33-117, AFI33-117 USAFA Supplement, and contractual terms.

2.5.1. In **ALL** categories of VI and for **ANY** requirement support may be unavailable based on staffing availability at the time of the request.

2.5.2. When overlapping requests cannot be accommodated due to contractual shortages, a priority system will apply (see paragraph 5., Prioritization of Work Requests).

### 3. Requesting Products and Services.

3.1. Graphics, Photography, Audiovisual Presentations, Multimedia, Television Production and Television Distribution support must be requested on AF Form 833, *Multimedia Work Order*. Public Address (PA) support is requested via the USAFA Form 79, *Public Address Support Request*. Scripted video and multimedia productions also require a DD Form 1995, *Visual Information (VI) Production Request and Report*. All forms are available electronically at the AF Electronic Forms website. These forms must be filled out completely, with accurate points of contact, description of the requirement and official justification.

3.2. Events outlined in local instructions and USAFA plans still require prior scheduling and coordination via the appropriate work request forms and procedures.

3.3. Requests for VI services must be endorsed by authorized personnel. Service providers may fill out official work orders by proxy for requesting customers consistent with the terms of their contract, but are prohibited from utilizing services for their own requirements to the extent that they incur expense to the government (unless stipulated otherwise by contract).

3.4. Requirements will only be accepted directly from cadets when they are coordinating official and approved USAFA mission support or scheduling their official studio portraits. All requests from cadets, with the exception of official studio portraits, must include a POC that is either a faculty member, Air Officer Commanding (AOC) or Military Training Liaison (MTL) that is familiar with the requirement.

3.5. VI requested for social, athletic or other events of long duration may be subject to limited timeframes for support, if scheduling and/or availability of personnel is in conflict with the terms of the contract performance work statement (i.e. excessive requirements in the same timeframe exceed terms for manpower availability).

3.6. The service provider will provide guidance and mediation to customers regarding questionable or priority work orders IAW the PWS, AFI33-117 and this instruction. Contractual disputes will be adjudicated by the contracting officer IAW the disputes clause of the current contract.

### 4. Purpose Codes.

4.1. The following designators will be used by the service provider on the work order form AF Form 833 to define areas of support and develop production metrics:

4.1.1. DF (Dean of the Faculty). Education and Training Support

4.1.2. CW (Commandant of Cadets). Education and Training Support

4.1.3. DA. Directorate of Athletics

4.1.4. II. Internal Information

4.1.5. PI. Public Information

4.1.6. RR. Recruiting

4.1.7. RD. Research & Development

- 4.1.8. IS. Intelligence and Investigation
- 4.1.9. CR. Combat Readiness & Assignment Passports
- 4.1.10. SU. Installation Support
- 4.1.11. MD. Medical and Dental Support
- 4.1.12. AETC (Air Education and Training Command). Air Education and Training
- 4.1.13. PL. Preparatory School
- 4.1.14. OB (Off-Base). Additional indicator used in conjunction with one of the above

## **5. Prioritization of Work Requests.**

5.1. A production priority will be assigned to each work order. Requirements will be categorized as Priority 1, Priority 2, or Priority 3 as interpreted from the work order requirement.

### **5.1.1. Priority 1.**

- 5.1.1.1. Requirements from the Superintendent, Protocol and general officers.
- 5.1.1.2. Work in the categories of education and training, instructional materials, athletic events, and safety/accident investigation and reporting.
- 5.1.1.3. Urgent requests, where failure to deliver products or services would seriously or negatively impact a special event or USAFA mission.

### **5.1.2. Priority 2.**

- 5.1.2.1. General category to include routine, non-educational, support requirements.

### **5.1.3. Priority 3.**

- 5.1.3.1. Requirements authorized under USAFA support agreements.
- 5.1.3.2. USAFA Research Programs.
- 5.1.3.3. Production requests for which long-term production guidelines have been established and longer lead times are available.

## **5.2. Other Priority placement factors:**

- 5.2.1. Task assessment to evaluate urgency, mission impact, agency supported, complexity, available resources, and significant factors pertaining to work within the same priority.
- 5.2.2. Priority will be resolved between the requestor and the BMM when conflicting requirements must displace work in progress or scheduled.

## **6. Requirement Scheduling.**

6.1. All work will be subject to prioritization based on the level of the requirement and its criticality to the mission.

- 6.1.1. Unless otherwise noted, requests for Graphics, Photography, TV Production Services, TV Distribution, Multimedia, PA and AV Presentation services are required five working days prior to each event or activity to allow coordination of staff schedules and effectively meet customer requirements.

6.1.2. Short notice or urgent requirements will be scheduled according to mission impact and priority.

6.1.3. If photography or other audiovisual support is unavailable due to scheduling conflicts or when last minute coordination prevents the dispatch of a photographer, self-help use of organizationally owned audiovisual equipment and non-professional still cameras may be recommended.

## 6.2. Turnaround schedules.

6.2.1. Graphics. Routine Graphics work orders (as determined by the established priority system) generally require a two-week variance for completion.

6.2.2. Photography. Standard turnaround time (for return of product to the customer) will be two business days for digital imagery and three business days for prints.

6.2.3. Television (Video) Production and Distribution. Requirements for complete video productions will be assessed individually to determine timelines and completion dates.

6.2.4. Public Address and Audiovisual Presentations. Support will be provided at the time of the activity or event.

6.2.5. Multimedia. Requirements for complete Multimedia productions will be assessed individually to determine timelines and completion dates.

## 6.3. Unusual Requests.

6.3.1. If requests involve a short suspense, new technology, long-term completion, or high costs they may require coordination between the requestor and the service provider.

6.3.2. Major projects and productions will require planning meetings with all project officers and production elements involved to insure delineation of individual responsibilities and available support services.

# 7. Product Quantity Guidelines.

7.1. The following product limits apply for products created by a VI professional. The customer will coordinate, at their expense, DAPS services (or other) for larger volume requirements.

7.1.1. Reproduction of large format products (larger than 12" x 18"), is limited to two. A maximum of ten color copy prints may be provided for other graphics products.

7.1.2. CD/DVD duplication will be limited to 5 copies.

7.1.3. Photographic prints will be provided either at the discretion of the photographer or by the choice of the customer, as selected from the printed reference sheet. This decreases overall production costs, shortens turn-around time and decreases the number of technically unprintable images.

7.1.3.1. Photographic prints are limited to two prints per image for images identified as official, appropriate and of printable quality.

7.1.3.2. In circumstances where a large volume of photographs exist from a requirement, the service provider and QAP will determine which photographs will be printed.

7.1.3.3. Studio portraits will be printed in duplicate for official use. If AF or DoD instruction require additional prints for certain types of studio photos (e.g. passports, visas) the requisite

number of prints will be provided. Customers may provide a blank CD at the time of their sitting to obtain a digital copy. Reproductions for personal use will be at the customer's expense through commercial print services.

7.1.3.4. Photos taken at official events, presentations and award ceremonies will be provided to the customer in digital format on CD, accompanied by an indexed set of thumbnail prints for reference and one print per image, if requested.

7.2. Color copying or printing services for products created outside of VI are not provided, with the exception of official photos taken using self-help cameras by Security Forces, OSI, Safety, or for other similar requirements.

## **8. Graphics.**

8.1. Graphics support services include:

8.1.1. Computer artwork, design and layout services for print, presentation, video, web and other media (i.e. posters, brochures, fliers, textbooks, Powerpoint, web graphics, etc), as well as traditional artwork for official purposes.

8.1.2. Printing support for individual posters and products IAW paragraph 7., Product Quantity Guidelines. For prints over 30 x 40 size, the customer must use commercial print services and pay the cost of the final product. To satisfy these and other large volume requirements Graphics shall create a master and a printed proof for commercial reproduction purposes.

8.1.3. Limited graphics support for the following requirements:

8.1.3.1. Seating charts, nameplates or programs. Exceptions must be for an official organizational or specialty function or requested by Public Affairs, Protocol, or History Office.

8.1.3.2. Simple line maps for directional purposes (i.e. base roads, interior buildings, etc).

8.1.3.3. Briefings and presentations for Wing level or higher organizations will be produced electronically using Microsoft PowerPoint.

8.2. Graphics will not provide:

8.2.1. Graduation or recognition certificates (Appreciation, Achievement, Commendation, Recognition, Quality Air Force Awards, Performance Awards, Training completion Certificates, etc.).

8.2.2. Items such as Engineering 410 graded projects, cadet oriented Squadron Goal Boards, Graded Display Boards, Faculty Boards, Majors Boards, or Morale Messages.

8.2.3. Posters for Cadet Squadrons.

8.2.4. Poster sized award checks for ceremonial use.

8.2.5. Posters and display boards containing perishable information requiring periodic or regular update to remain current.

8.2.6. Architectural drawings or complex maps.

8.2.7. Permanent outdoor signs of any kind. Contact the base Civil Engineering office for these items.

8.2.8. Products that duplicate the intent of existing forms or visual aids.

8.2.9. Mounting and lamination services for Dean of the Faculty (DF) projects (these requests will be directed to the appropriate service provider).

8.2.10. PowerPoint presentations for low-level briefing, training or classroom use.

8.2.11. Vu-Graphs and 35mm slides.

## 9. Photography.

### 9.1. Photo Lab services include:

9.1.1. Digital photographic support for official USAFA photography requirements and Air Force accessioning programs. Maximum photo production print size is 12"x 18".

9.1.2. Support for base-level award and recognition ceremonies, changes of command, official retirement ceremonies and similar events for O-6 level leadership and above only, unless uniquely justified by Public Affairs, Protocol or the History office and approved by the BMM.

9.1.3. Support for base-level or USAFA sponsored events, IAW AFI33-117 and this directive.

9.1.4. Support for historical or archival imagery when the base historian or archivist certifies the work order.

#### 9.1.5. Studio and Record Photography.

9.1.5.1. Portrait services IAW AFI 35-101, *Public Affairs Policies and Procedures*; AFI 36-2805, *Special Trophies and Awards*; and AFI 36-2803, *The Air Force Awards and Decorations Program*.

9.1.5.2. Officer record photography IAW AFI 36-2632, *Official Photographs of Air Force General Officers*. The base Photo Lab will comply with archival procedures for historical photography when photographing general officers.

9.1.5.3. Official passport photos as required for official travel, TDY or PCS.

9.1.5.4. A CD with group photos for presentation to individuals graduating from Airman Leadership School or similar events.

9.1.5.5. Graduation Day portraits as outlined in the base Operational Plan (O-Plan) for graduation activities.

#### 9.1.6. Alert photography.

9.1.6.1. An alert photographer will be available 24/7 and will respond to requests from Security Forces, Air Force Office of Special Investigations, civil engineering, readiness, flying or ground safety offices, and other emergency response agencies belonging to the installation.

9.1.6.2. Alert photography will not be activated for routine assignments that could have been scheduled through established procedures.

9.1.6.3. Whenever possible, Security Forces will capture imagery for minor accidents or incidents with organizationally owned cameras.

#### 9.1.7. Self-help Photography.

9.1.7.1. Organizations will be responsible for photographic requirements not supported by the service provider, and may request consumer grade digital cameras for these requirements by

submitting a USAFA Form 25, *IT/NSS Submission*, to 10 CS/SCXP. Customers must organizationally fund self-help cameras.

9.1.7.2. The Photo Lab will assist in screening, selecting and printing pre-determined “official” self-help images in accordance with the production guidelines in this instruction.

9.2. The Photo Lab will not provide:

9.2.1. Aerial Photography. Due to increased liability and complex requirements to qualify contract photographers for aerial photography missions, the USAFA Photo Lab will not provide aerial photography services. Alternative self-help methods or military personnel may be available, but must be coordinated by the requesting organization.

9.2.2. Coverage of Dining Ins/Outs and retirement dinners, parties or social events unless certified as newsworthy by Public Affairs, or historically significant by the base historian or archivist.

9.2.3. Breakfast, Luncheon or Dinner Event Coverage unless for specific awards presentations, recognition ceremonies, or as requested by Public Affairs, Protocol or the History office.

9.2.4. Resume photographs.

9.2.5. Photos for office decoration.

9.2.6. Chain of Command photo unless otherwise unavailable from the office of Public Affairs but justified for squadron and above command offices.

9.2.7. “Group” photos that do not identify individuals by name and are not intended for historical archives (must be certified by the base historian).

9.2.8. Photographic prints for mementos to departing or retiring personnel.

9.2.9. Departmental or organizational awards programs, pin-ons, promotion ceremonies or similar events.

9.2.10. Imagery solely intended for display in website image archives. These requirements may be met with photos collected from existing photographic work orders for event and activity coverage on USAFA.

9.2.11. Unofficial presentations to include the making of presentations with personal or official photography for retirement dinners, personality roasts, PCS going away parties, etc.

9.2.12. Customer requests for photographic supplies.

9.2.13. Alteration of any photographic or video image which would change or misrepresent the subject of the original. In all cases it is illegal for customers to digitally alter official AF imagery except to apply color and lighting correction.

## 10. Television (Video) Production and Distribution.

10.1. Television Production and Distribution services include:

10.1.1. Professional video support for official government requests to meet direct Air Force mission requirements and wing or higher-level events, activities and ceremonies.



10.1.2. Video broadcasting, documentation editing and production services resulting in products that support managerial, operational, training, educational, historical archiving, investigative and administrative purposes.

10.1.3. Video productions to honor and document retirement, promotion or funeral ceremonies for Numbered Air Force (NAF) Commanders, Wing Commanders and important historical figures such as Medal of Honor winners, aerial aces, etc., for historical and informational purposes as appropriate.

#### 10.2. Project Planning for Video Productions.

10.2.1. Customer will submit requests via AF Form 833 or DD Form 1995 to initiate the project consultation and planning cycle so the scope of requirement can be determined and project details identified.

10.2.2. Customer will be advised of their roles, responsibilities and obligation to the project.

#### 10.3. Restrictions to Video Productions.

10.3.1. Professional video support will only be provided for official government requests to meet direct Air Force mission requirements and wing or higher-level events, activities and ceremonies.

10.3.2. Video products will not be inaccurate or incompatible with Air Force policy, endorse commercial products or services, promote or endorse individuals or their personal activities, be discriminatory or discredit the United States Air Force Academy.

10.3.3. Television Production and Distribution will not record, reproduce, exhibit, or broadcast copyrighted material in any form, from any source, without prior license or written agreement is expressly prohibited by federal law.

10.3.4. Television Production services will not provide aerial filming capabilities. Qualifying requirements and liability issues preclude contract videographers from aerial missions. Alternative self-help methods or military personnel may be available, but must be coordinated by the requesting organization.

10.3.5. Television Productions services must advise all customers requiring video production services of potential impacts from the requirements contained in Section 508 of the Rehabilitation Act, §1194.22 (handicapped accessibility) (see 8.2.3.6.).

### 11. Multimedia.

11.1. Multimedia provides in-house interactive multimedia production capabilities. Multimedia design and development incorporates multiple media formats (i.e. audio, video, computer graphics and animation, photography, illustration, interactive interface design/programming) and user interactivity for classroom instruction, training programs and other USAFA or AF missions. Distribution of final programming occurs via CD Rom, DVD, internet or intranet.

#### 11.2. Project Planning for Multimedia Productions.

11.2.1. Customer will submit requests via AF Form 833 or DD Form 1995 to initiate the project consultation and planning cycle so the scope of requirement can be determined and project details identified.

11.2.2. Customer will be advised of their roles, responsibilities and obligation to the project.

### 11.3. Restrictions to Multimedia support.

11.3.1. Multimedia products will not be inaccurate or incompatible with Air Force policy, endorse commercial products or services, promote or endorse individuals or their personal activities, be discriminatory or discredit the United States Air Force Academy.

11.3.2. Multimedia will not record, reproduce, exhibit, or broadcast copyrighted material in any form, from any source, without prior license or written agreement is expressly prohibited by federal law.

11.3.3. Multimedia must advise all customers requiring video production services of potential impacts from the requirements contained in Section 508 of the Rehabilitation Act, §1194.22 (handicapped accessibility) (see 8.2.3.6.).

## 12. Public Address and Audiovisual Presentations.

### 12.1. Public Address and Audiovisual Presentation services provide:

12.1.1. On-site support and maintenance for equipment they own, utilize or have otherwise been designated to operate or maintain by contract. Public Address and AV Presentations will also provide technical support for customers utilizing organizational AV and public address equipment for official purposes. This support may be required on-site. On base locations requiring AV services may include venues such as the AOG when these facilities have been reserved as the location for the execution of an official function or event.

12.1.2. On-site public address and presentation support and setup for conference rooms or official USAFA events and functions that involve Wing-level or higher sponsorship.

12.1.2.1. Requestors will insure that all forms of presentation media (i.e. compact discs, PowerPoint presentations, videotapes, DVD's, etc) are available a minimum of one hour prior to event start time.

12.1.2.2. The use or loan of audiovisual equipment to record, reproduce, exhibit, or broadcast copyrighted material in any form, from any source, without prior license or agreement is expressly prohibited by federal law.

12.1.2.3. When requesting copy or broadcast support for copyrighted material, the requestor is responsible for obtaining written approval from the owner.

12.1.3. Functional support, operational familiarization, advice and training to customers.

12.1.4. Assistance with presentation systems development, set-up and technical solutions for new Public Address and AV equipment systems.

### 12.2. Restrictions to Public Address and AV Presentation Services.

12.2.1. Public Address and AV Presentations services will not support audiovisual equipment at functions that are not AF or government official.

12.2.2. AV Presentation services will no longer provide maintenance and checkout of audiovisual loaner equipment and film library assets.

12.2.3. Acquisition and general operation for items such as video projectors, screens, video cameras and DVD players will be an organizational expense and responsibility.

12.3. Organizations are prohibited from developing internal AV checkout operations that require additional manpower, as these functions have been outsourced as a result of an A-76 study for the performance of commercial activities.

12.4. The BMM will establish a list of compliant AV equipment available for purchase by organizational units or departments.

### **13. Support for the Directorate of Athletics (AD).**

13.1. VI support for AD and USAFA sporting events will be IAW terms outlined in the USAFA VI Support Services contract.

13.2. Limitations will be placed on photo game coverage of events played “in-series,” such as Baseball when the same team is played multiple times during a short period.

13.3. Visual Information support for off-base collegiate events is limited. Requests for VI support of off-base events must be IAW AFI33-117 and contractual terms.

13.4. Cadet Intramural Sports.

13.4.1. Photo support for intramural sporting events is limited to Championship games.

13.4.2. VI support will not be available for off-base intramural sporting events, awards banquets, dinners or socials.

### **14. Support for Public Affairs.**

14.1. Public Affairs may include a captioning requirement on the AF Form 833 to support of a maximum of 100 work order requests from the base photo lab. Full-person and event photo caption information will be provided IAW AFI 33-117, Accessioning.

14.2. Photos taken in support of the base newspaper will be provided in raw format to the Public Affairs office, with no manipulation or editing provided by the Photography Lab.

14.3. Support to Public Affairs on Graduation Day.

14.3.1. Within one hour of the end of the keynote speech, an on-site photographer is to visit the USAFA/PA Graduation Media Center and file a minimum of five fully-captioned images of the keynote speaker address and at least one fully-identified graduate receiving a diploma.

14.3.2. No later than one hour from the start of the Thunderbirds Aerial Performance an on-site photographer will visit the USAFA/PA Graduation Media Center and file a minimum of five fully-captioned images of graduation activities to include the aerial performance.

14.3.3. USAFA/PA will provide a workstation and necessary hardware for captioning and image downloading to occur.

### **15. Support for MWR.**

15.1. Appropriated fund MWR Category B activities, as designated in AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation (MWR) and Nonappropriated Fund Instrumentalities (NAFIS)*, must coordinate VI services through the BMM.

15.1.1. Work must be official and cannot generate revenue.

15.1.2. VI services are not available to support cadet clubs. Consult with Cadet Media for available photographs from cadet clubs and social activities not supported by the VI service provider.

**16. Prescribed Forms:** USAFA Form 79, *Public Address Support Request*.

**17. Adopted Forms:** DD Form 1995, *Visual Information (VI) Production Request and Report*; AF Form 833, *Multimedia Work Order*; AF 847, *Recommendation for Change of Publication*; and USAFA Form 25, *IT/NSS Submission*.

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